




ESTRELLA DAMM N.A.
ANDALUCÍA MASTERS

REAL CLUB VALDERRAMA

San Roque, 14 -17 October 2021



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Conquering the most demanding greens of the European Tour



ESTRELLA DAMM^{N.A.} ANDALUCÍA MASTERS

The Estrella Damm N.A. Andalucía Masters will be held from the 14th to the 17th of October at the historic Real Club Valderrama.

This prestigious European Tour tournament, declared an event of exceptional public interest in Spain, will feature the best players on the circuit.



**WHO IS
BEHIND**

p. 4



**GOLF
IN SPAIN**

p. 7



**THE
TOURNAMENT**

p. 10



**MORE THAN
JUST GOLF**

p. 15



**WHY
PARTNER**

p. 22



WHO IS BEHIND

PGA European Tour

The PGA European Tour is the leading professional golf organisation in Europe. Its aim is to promote professional golf globally through the European Tour circuit.

It currently has a presence on all 5 continents, with over 40 tournaments in more than 30 countries.

The PGA European Tour is also involved in the organisation of the Ryder Cup, a biennial competition that pits Europe against the United States.



Driving golf further

In a firm determination to broaden the horizons of golf and with the commitment to reach new audiences while respecting the tradition of the sport, the European Tour has defined a new innovative, inclusive and global strategy, promoting pioneering tournament formats and the use of the latest technology. Examples of this are the new Golf Sixes, BMW Under The Lights, Ladies Night Golf and Hero Challenge.

Global strategic alliance with the PGA Tour

In 2020, the world's two leading golf circuits have signed a historic agreement that will bring a new era for global golf.



The European Tour in figures*

48

events in 31 countries
(5 continents)

39

TV broadcasters
worldwide

734M

potential
TV reach

150

countries reached with
TV broadcasting

1.5B

social media
impressions per year

5M

pageviews
/week

European Tour Audience

78%

are
male

68%

of the *ET fans*
are 25-54

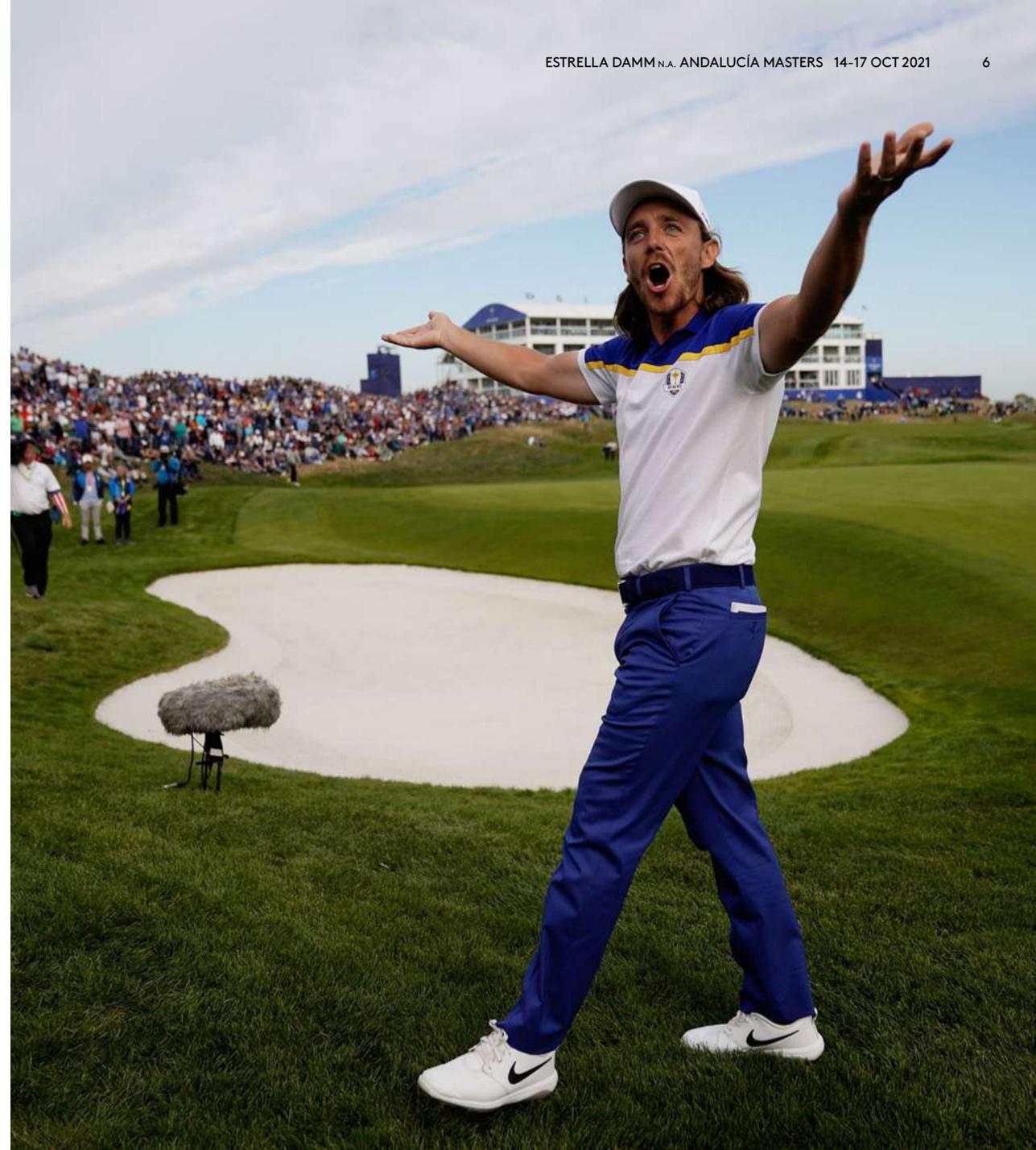
25%

of *ET fans* are Business
Decision Makers

25%

of *ET fans* have investible assets
worth between 50K€ and 100K€

The European Tour has a relevant, loyal and premium audience that other sports cannot match. Compared to the average population, ET fans are 46% more likely to fit into the bracket of "high income" category and 64% more likely to be at Board Level.





GOLF IN SPAIN

World reference

In Spain, golf has become the fourth sport in the ranking of federative licenses, with more than 279,000 members and 412 active courses.

Spain receives more than one million foreign golf tourists every year, making it the world's leading destination for international golf tourism. A comparison of this figure with the 4.2 million registered golfers in Europe shows the leadership of Spain in golf tourism and its potential for growth.

Golf courses and licences*

412golf
courses**279K**golf licences in
Spain**45K**golf licence in
Andalusia

Golf player profile

69%male
players**>85%**over 35 years
old and married**60%**medium-high
income

Golf in Spain has become the fourth sport in the ranking of federative licenses with more than 279,000 members and 412 active courses. Andalusia concentrates in its Costa del Golf most of the courses (106) and is the second region with more federated players in the country.



Strategic sector for Spanish tourism*

1.2M

foreign golf tourists
annually

5,418M €

direct impact of golf
tourism

12,769M €

direct and
indirect turnover

63%

medium and medium-high
income golf tourists

42,000M €

real estate investment

Profile of the golf tourist in Spain

High income level. While only 9% of the average tourist in Spain declares themselves to have a high income, this percentage rises to 27% in the case of golf tourism.

Significant expenditure per stay. The average expenditure is €3,850 per stay and €324 per day (€1,073 per stay and €109 per day for the average tourist). Only a small part of this expenditure is made on golf courses (1 out of every €8), with the rest (€4,740 million) distributed among other sectors such as hotels, restaurants, shops and transport, among others.

Investor profile. 24% of foreign tourists who play golf in Spain stay in a property of their own. This translates into a total of 283.000 homes in property ownership with a real estate investment value of 42,000 million €.

*"El Golf como catalizador de la actividad económica de España" study conducted by IE University in collaboration with Asociación Española de Campos de Golf (AECG) and the Real Federación Española de Golf (RFEG), 2019



THE TOURNAMENT

A must-attend event among professional golf

In 2021, four European Tour tournaments will be held in Spain, with the Estrella Damm N.A. Andalucía Masters being the one with the greatest tradition, prestige and prize fund. Not in vain, this will be the 26th occasion that the prestigious and demanding Real Club Valderrama will host a European Tour tournament, and with it the top international players.



Valderrama is the European
Augusta, winning here is a dream





Excellence, notoriety and the largest prize fund

Premium event. With a budget of more than 6M€ and 3M€ in prizes.

Unique venue. Recognised as one of the best golf courses in the world.

Sergio García's commitment. The only Spanish tournament supported by a top player (OWGR 43) and its foundation.

Players field. The most demanding greens and the attractive prize pool ensure the presence of great players.

Success in public. In 2019, more than 40,000 spectators enjoyed the best golf (in 2020 the tournament was held behind closed doors).

Media coverage. More than 2,000 hours of broadcast in 123 countries with a reach of 260M households.

The only European Tour tournament held in Spain in 2020, adapted to the Covid-19 scenario.



Valderrama, tradition and Prestige

The Real Club Valderrama, a masterpiece of the prestigious American designer Robert Trent Jones and symbol of excellence beyond the golf course, is the perfect combination of tradition and design.

Valderrama is a course that every golf lover dreams of, with some of the best holes in the world. This only adds to its legend and places it at the top of the world rankings of golf courses.

Among many other great events, it hosted the 1997 Ryder Cup, becoming, with Europe's victory with Seve Ballesteros as captain, a legendary course.

Exceptional media coverage

Television broadcast*

123

countries reached with TV broadcast

2,238

hours of total coverage

858

hours of live coverage

260M

households reached

Main markets reached: Spain, Germany, South Africa, United States and United Kingdom

National Media*

+630

news published in the spanish media

357M

people impacted

12M€

ROI

Featured media



International media*

+3,600

news published in international media **

+1,000M

people impacted

European Tour media*

6.7M

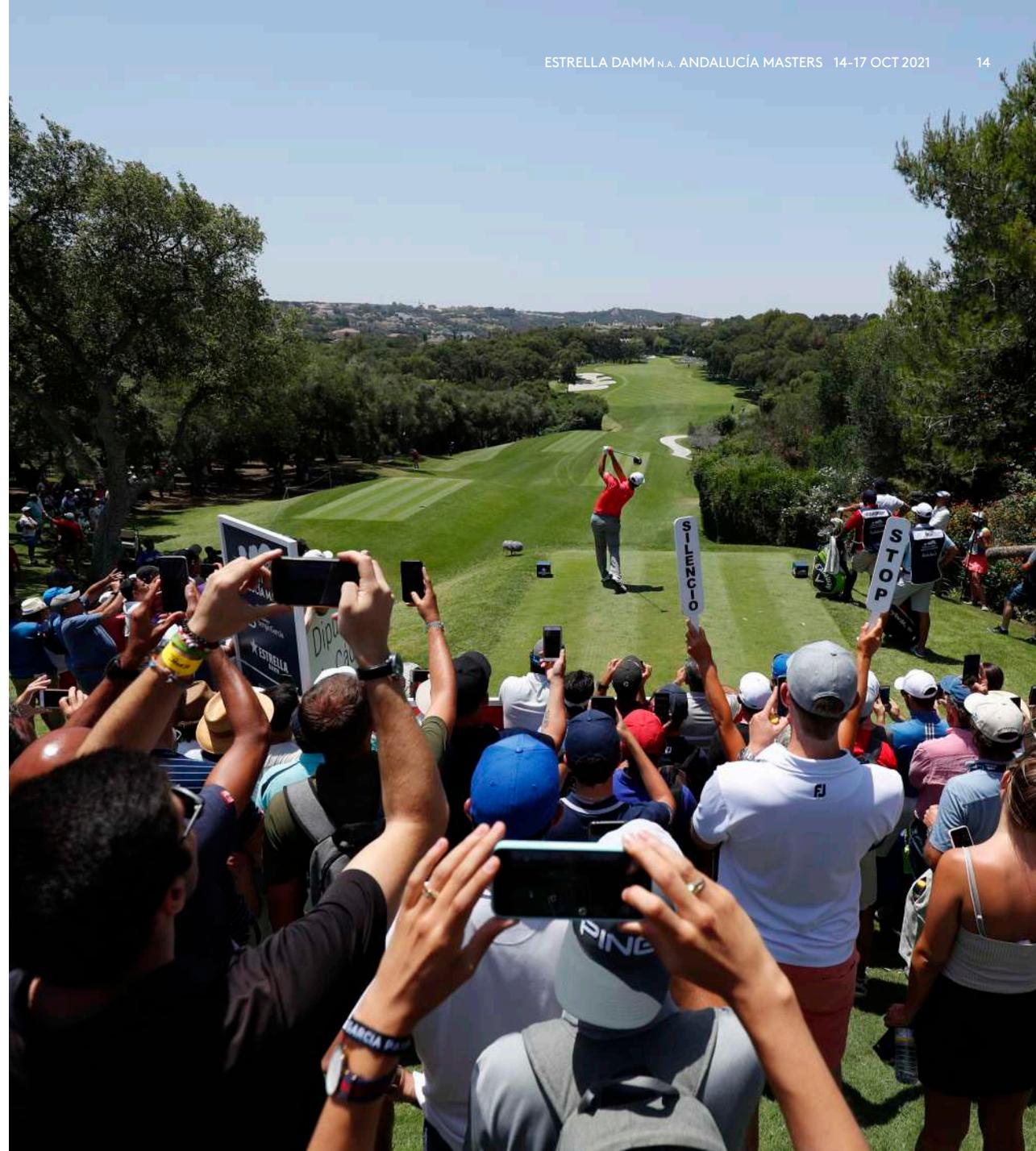
website visits

+46M

impressions in social media

*European Tour y SMG YouGov Report

**TV y online





MORE THAN JUST GOLF

Social event

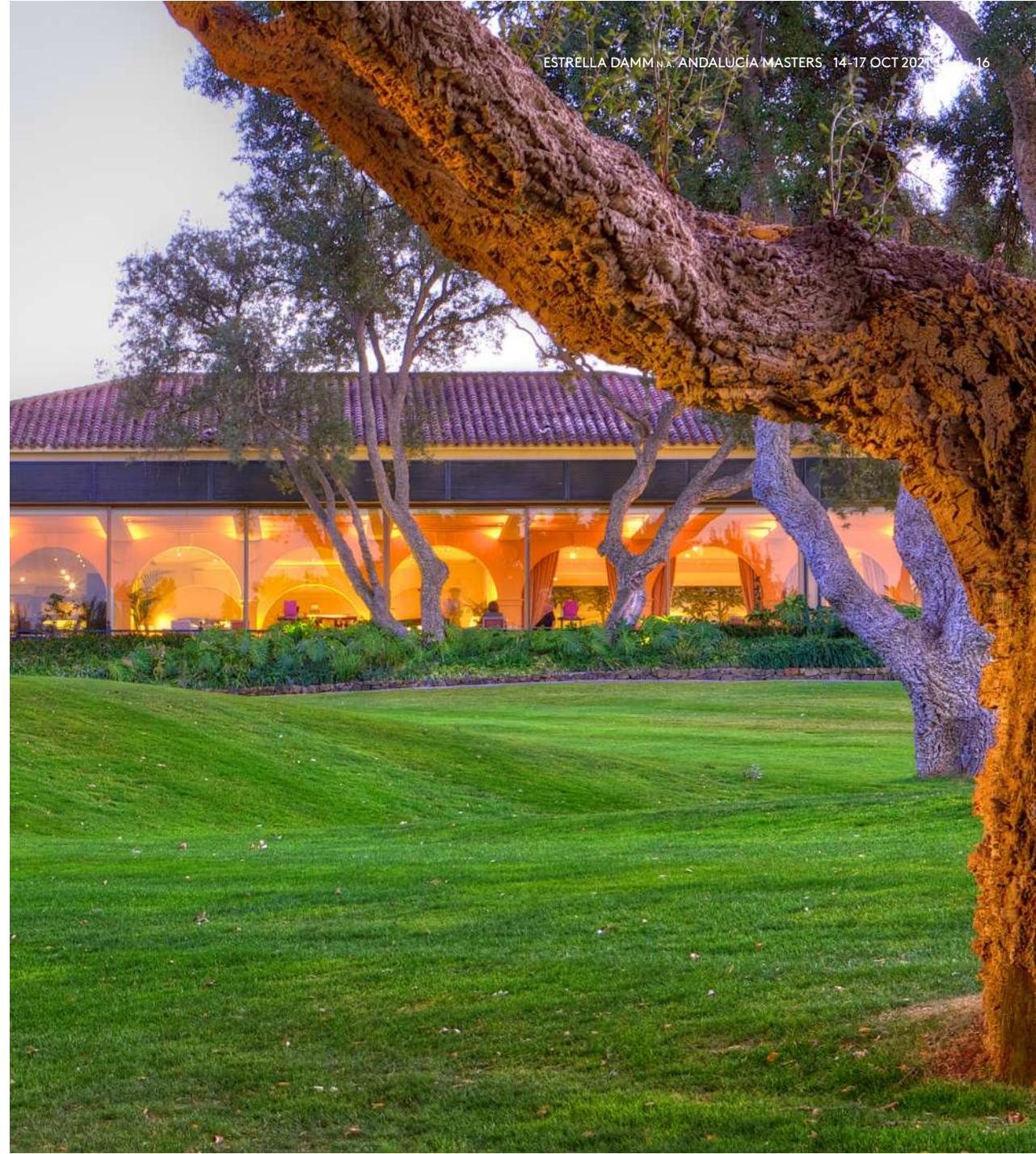
The Estrella Damm N.A. Andalucía Masters is not only the best golf in the best venue, it is also an event that takes care of every detail so that spectators, sponsors and their guests enjoy unforgettable days in an incomparable setting of sport, leisure and gastronomy.



The most exclusive green

Playing the 18 holes at Real Club Valderrama is for a privileged few. To do so in the company of the best international golfers is only for a select few.

In addition, enjoying a charity dinner in the Clubhouse, experiencing the tournament from the front line and being able to play the course in the same conditions as the professionals, **is an experience only within the reach of your guests.**





Charity dinner. Your guests will be able to attend, along with the best players in the tournament, the charity dinner organised by the Sergio García Foundation and the European Tour, which will take place at the Real Club Valderrama Clubhouse.

Tuesday before the tournament

Pro-Am. Your guests will have the opportunity to conquer Valderrama together alongside a professional player.

Wednesday before the tournament

Masters Suite. Located on the putting green, this will be the exclusive area where you can relax with your guests and experience the best golf at first hand.

During the tournament

After the Masters. Only your guests will be able to play this amateur competition under the same conditions as the European Tour professionals did.

Monday after the tournament



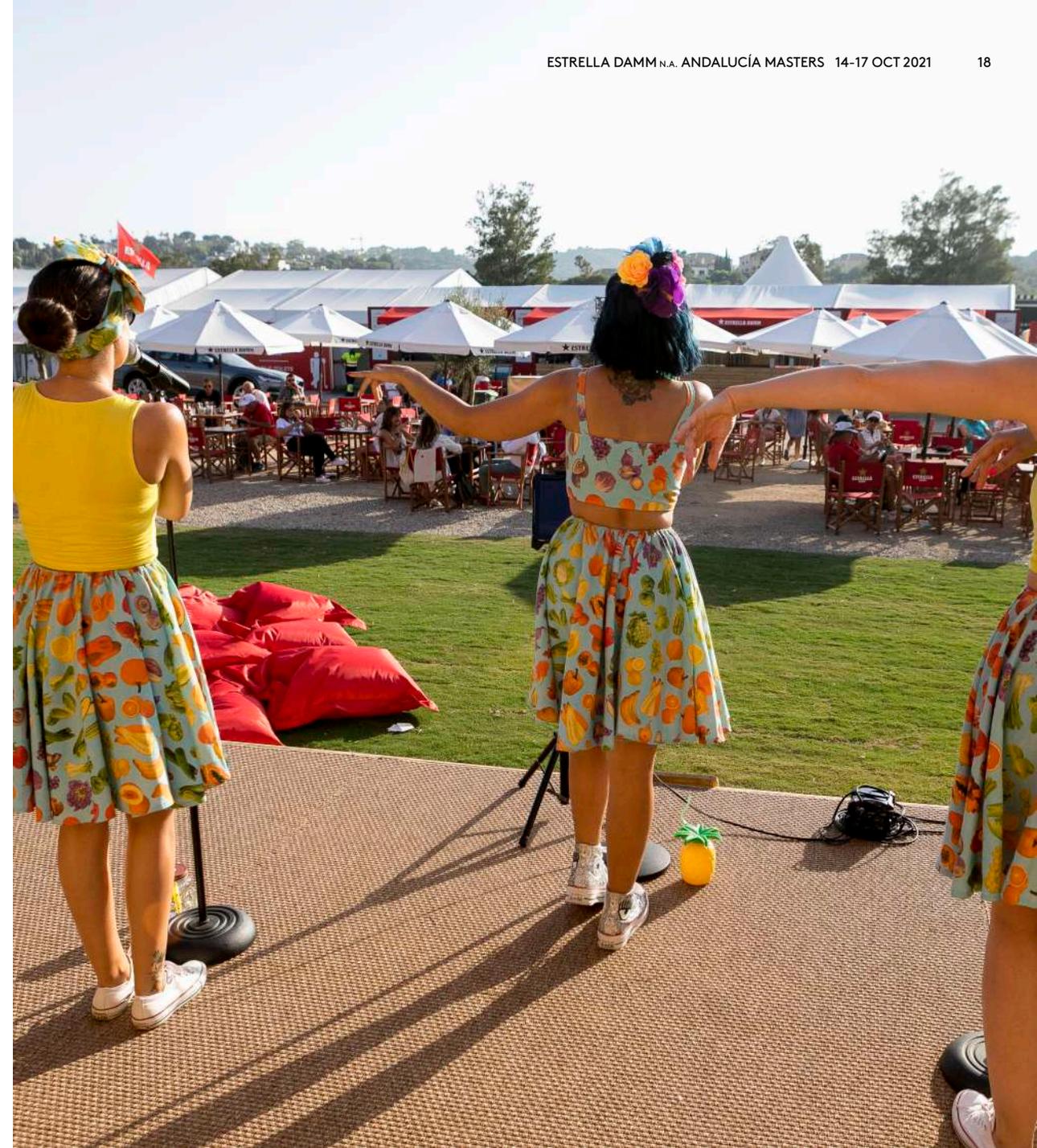


Social Event

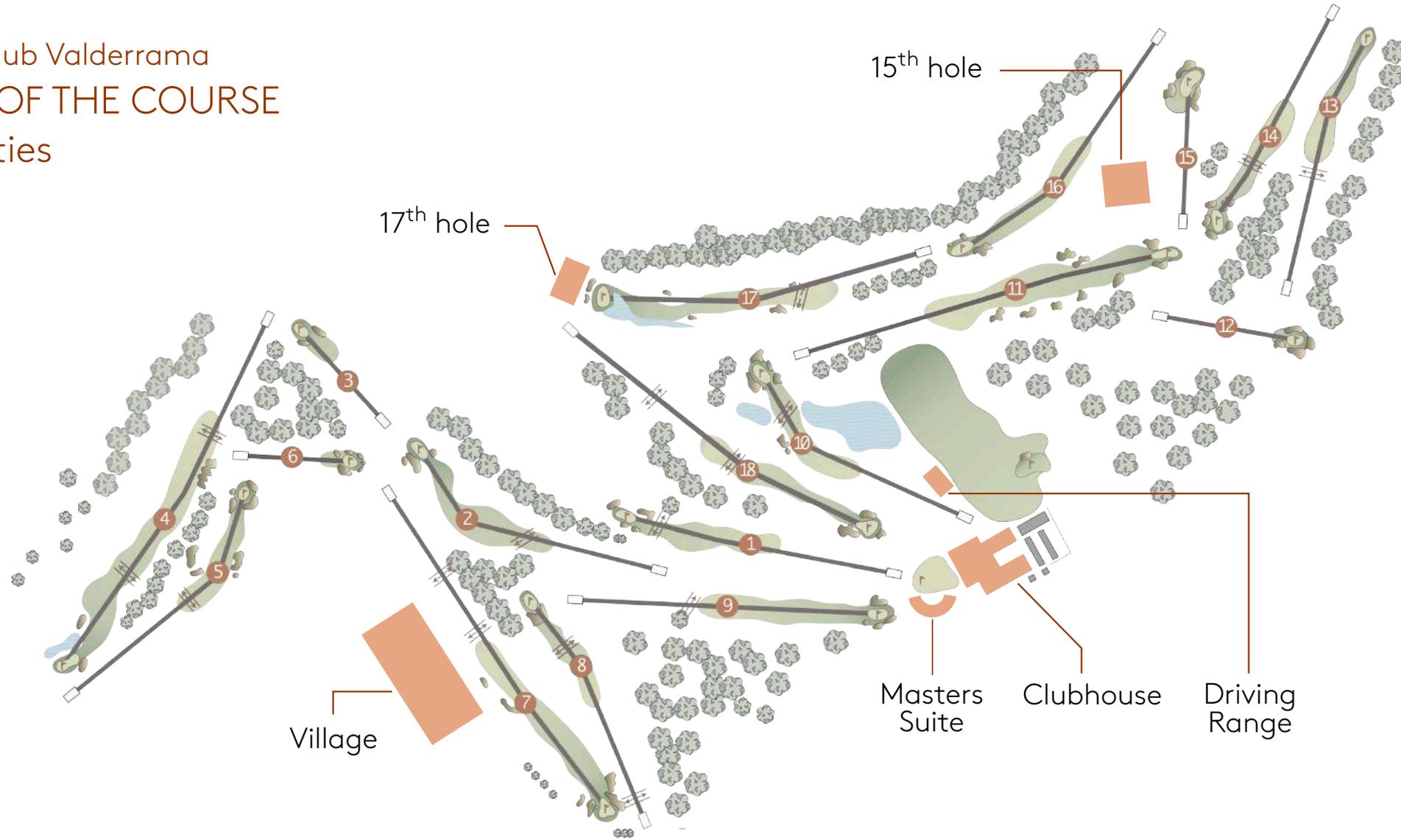
Village. Golf and leisure coexist in the Estrella Damm N.A. Andalucía Masters Village. During the tournament, the general public will be able to follow the matches on giant screens, participate in different golfing activities and choose from a wide range of gastronomic options. At the end of the day, music takes centre stage with concerts sponsored by Estrella Damm.

Food courts. An obligatory stop to recharge your energy while you enjoy the best golf:

- **Driving Range.** To see the players closer than ever.
- **Hole 15.** Not to be missed, the best views of the 11th green and the 15th tee.
- **Hole 17.** The history of Valderrama is written at the 17th hole.



Real Club Valderrama MAP OF THE COURSE Facilities





Our social footprint

The Golf for **Good** charity initiative was born with the aim of supporting the communities through which the European Tour passes and promoting the benefits of golf. In the 2020 edition, for every birdie on the famous 17th hole, €500 were donated to the charity fund, plus €1,500 for every eagle. In total €100,000 were donated and distributed among four local associations (FEGADI, Academia Andaluza de Gastronomía y Turismo, Fundación Aljaraque, Por Una Sonrisa).

For the fourth year, the **Sergio García Foundation**, whose purpose is to contribute to the social inclusion of economically disadvantaged children and young people, will host the tournament. The funds raised during the charity dinner will be donated to an association that pursues the same social aims.

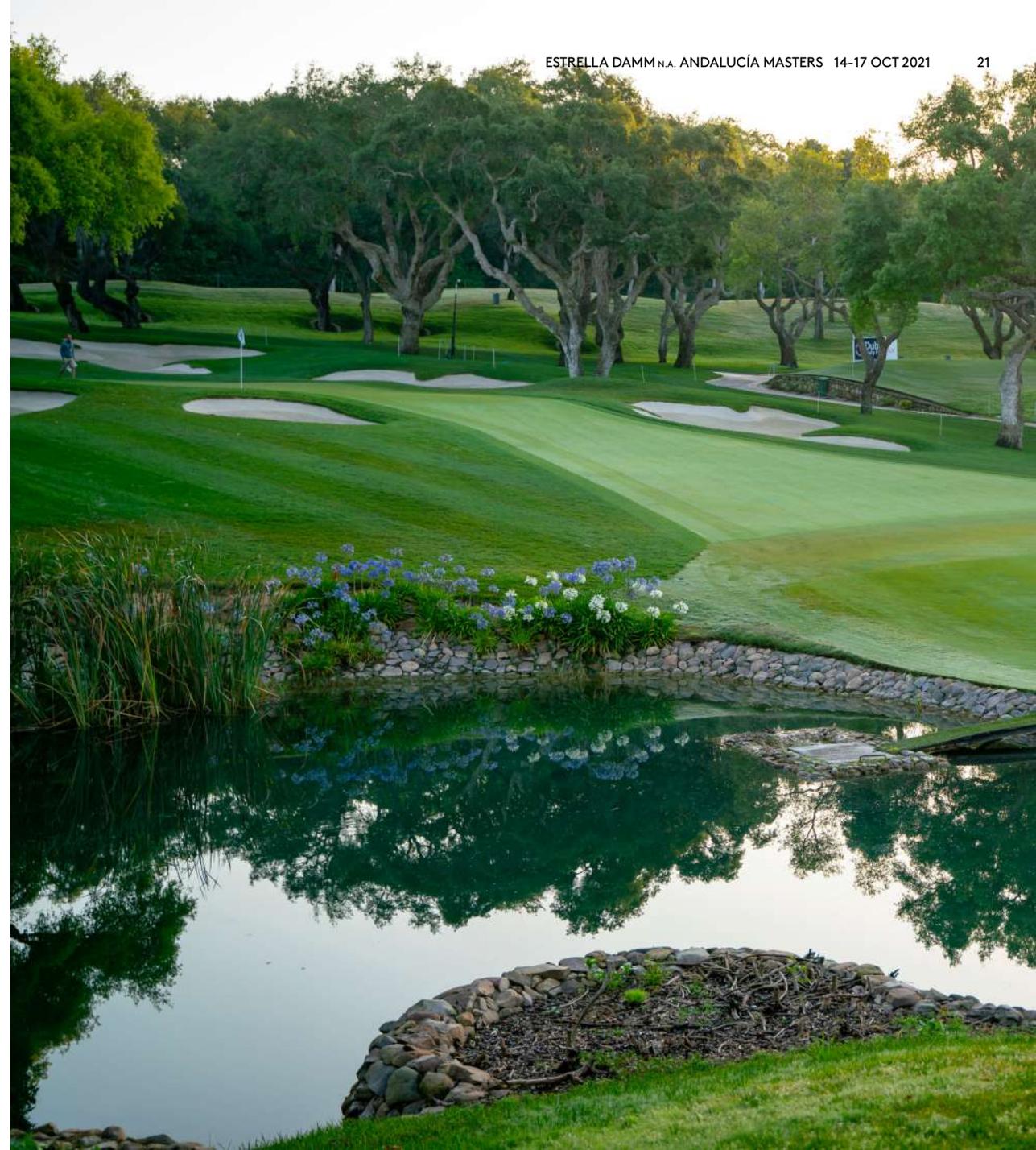




The path to sustainability

The aim of the Estrella Damm N.A. Andalucía Masters is to be a more sustainable event every year. Real Club Valderrama was the first club in Spain to be awarded with the **certificate of environmental excellence** Aenor Gestión Ambiental (UNE-EN ISO 14001).

Sustainability and environmental awareness is a practice we share with our sponsors and suppliers. Therefore, waste sorting measures have been implemented throughout the camp and plastic has been eliminated. All aligned for this common goal.





WHY PARTNER

Be part of a renowned international tournament

The best golf players come together in the incomparable setting of Valderrama, which is a unique opportunity to associate your brand with a consolidated event that is televised in 123 countries.

In addition to the presence at the Estrella Damm N.A. Andalucía Masters, the partnership offers hospitality packages, activations and a direct association with the values that this sport represents.



A sport on the rise, sustainable and safe

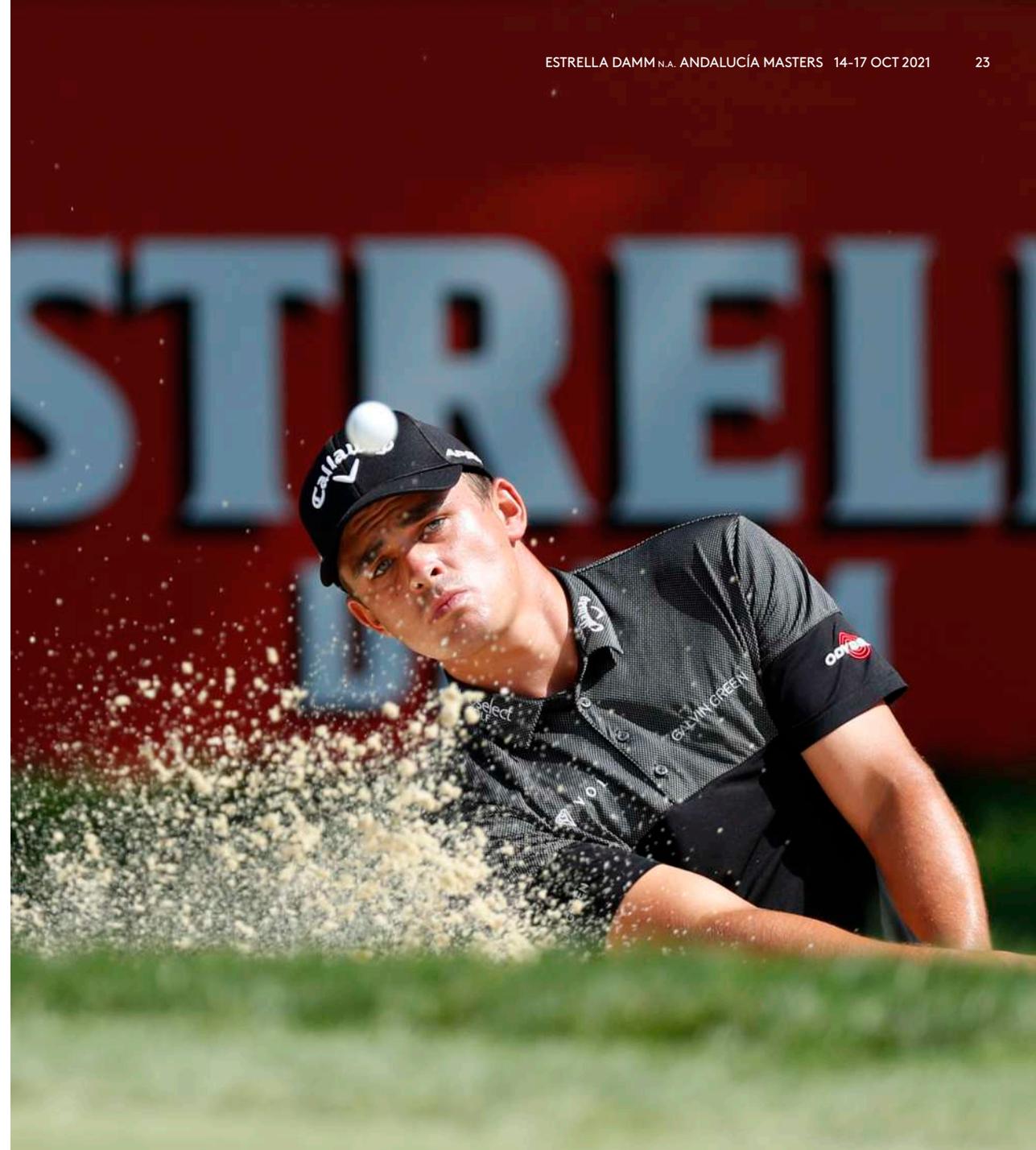
Bet on a booming sport. The golf is attracting more and more fans and is one of the fastest growing sports annually in Spain.

Exclusive target within your reach. Golf has a relevant and premium target audience that other sports cannot reach.

Link your brand with the values of golf. Honesty, respect and effort.

Partner with sustainability. 88% of the courses have water saving systems for irrigation and 70% are irrigated with recycled water*.

Offer the best experience in a safe environment. Golf is played outdoors, does not require physical contact and allows a safe distance to be maintained at all times, making it a COVID-19 safe activity.



* "El Golf como catalizador de la actividad económica de España" study conducted by IE University in collaboration with the Spanish Golf Courses Association (AECC) and the Royal Spanish Golf Federation (RFEG), 2019.



A unique opportunity to partner with a world-class event

The perfect platform to showcase your brand. Top-level tournament attended by the best international players.

Valderrama, an unrivalled setting to strengthen the positioning and notoriety of your brand.

Reach a global audience. Televised in 123 countries, the tournament's national and international exposure provides an unbeatable showcase for your brand.

Event classified as an "Event of exceptional public interest", with its corresponding tax advantages.





A 360° experience for your customers

Your guests will be able to arrive from anywhere in the world.

Valderrama has a privileged location, with 4 international airports, 2 AVE high speed train stations and 3 long distance train stations less than 2 hours away.

Connect with your guests, on and off the course. You will have the opportunity to spend a few days with them in a privileged environment, offering them attractive and unique experiences.

Join a common project of excellence. All the brands present at the tournament represent leading positions in their respective sectors.

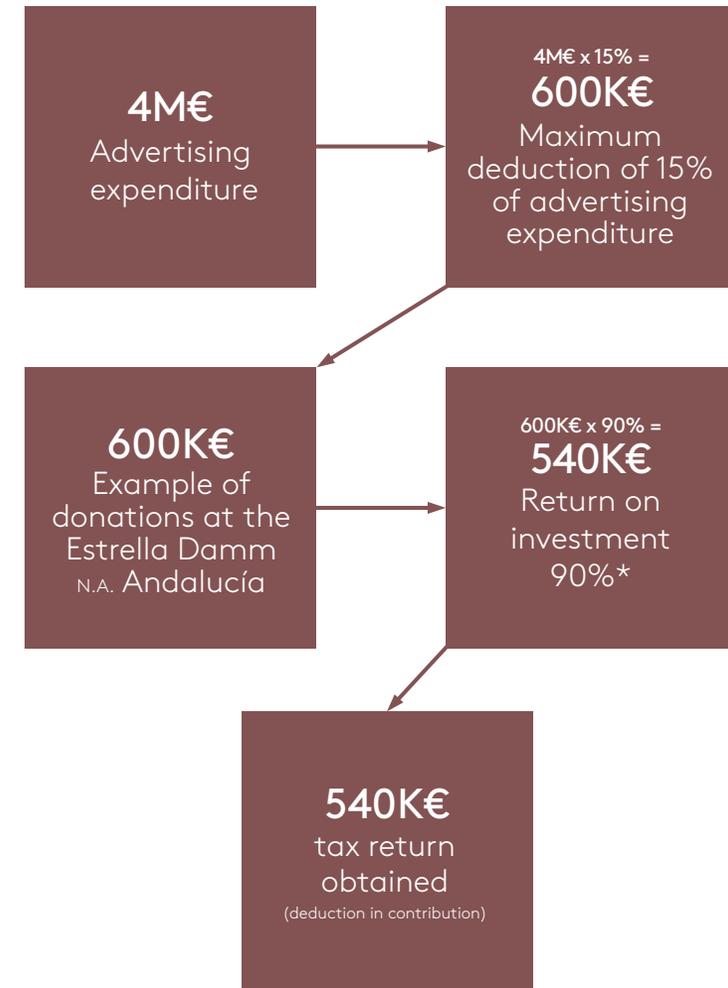
Expand your network of contacts. Collaborating with the major companies already involved in the event offers you the possibility of new business opportunities.



Tax benefits for sponsors

The Estrella Damm N.A. Andalucía Masters is considered an **"Event of Exceptional Public Interest"** until 2024. This means tax benefits applicable to the sponsors of the event as established in article 27.3 of Law 49/2002, of 23 December, on the Spanish tax regime for non-profit organisations and tax incentives for patronage:

*"Taxpayers liable to corporate income tax [...] may **deduct from their full tax liability 15 per cent of the expenses** which, in compliance with the plans and programmes of activities established by the consortium or by the corresponding administrative body, **make in advertising and publicity with a multi-year projection that directly serve for the promotion of the respective event.** The amount of **this deduction may not exceed 90 per cent of the donations** made to the consortium, publicly-owned entities or entities referred to in Article 2 of this Law, which are responsible for the carrying out programmes and activities related to the event".*



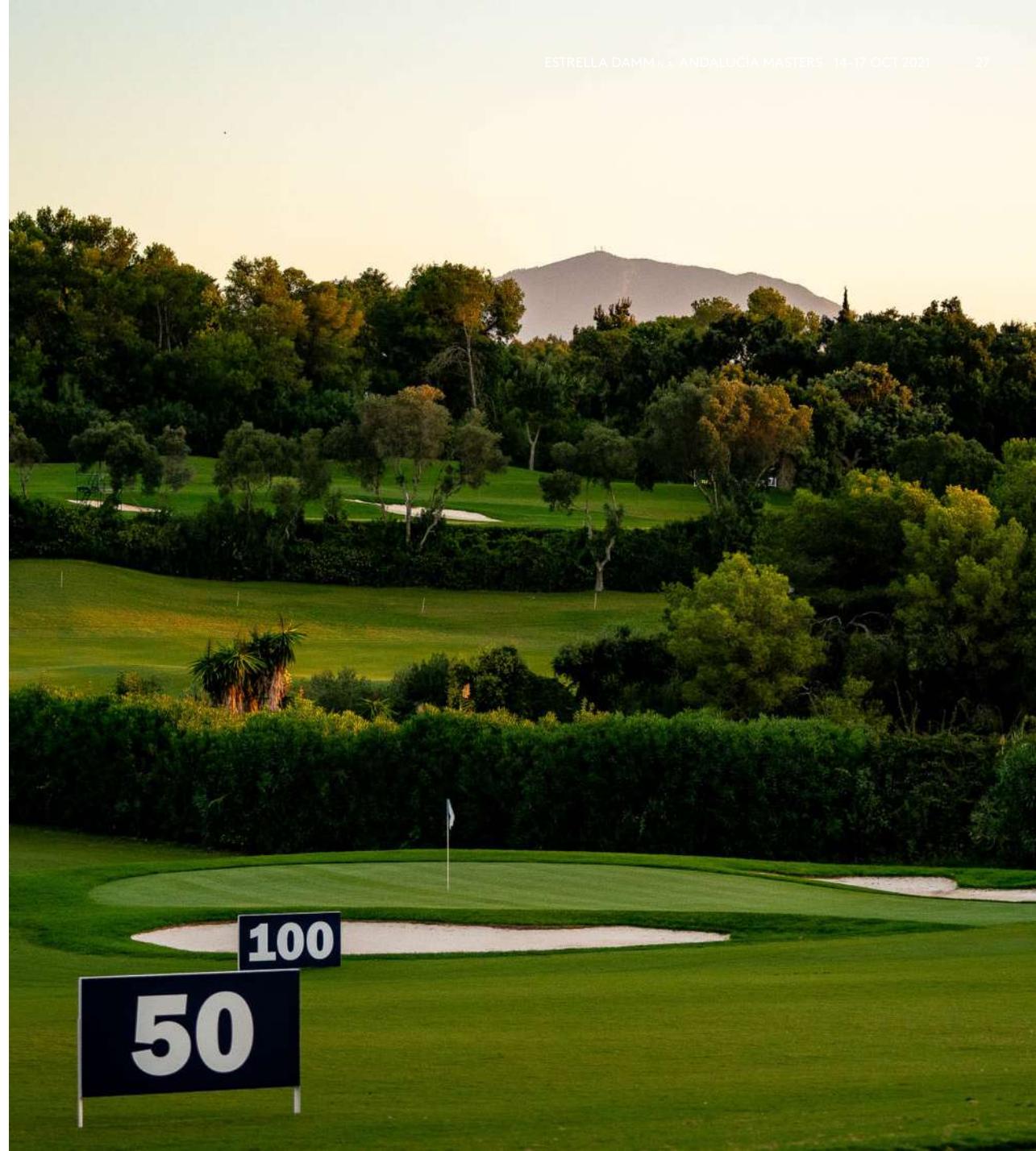
EXAMPLE OF POSSIBLE INVESTMENT IN THE EVENT

*The advertising investment made by the company must be advertising classified as essential.

Estrella Damm N.A. Andalucía Masters Sponsor Family*



* Family Sponsor for 2019 and 2020 editions

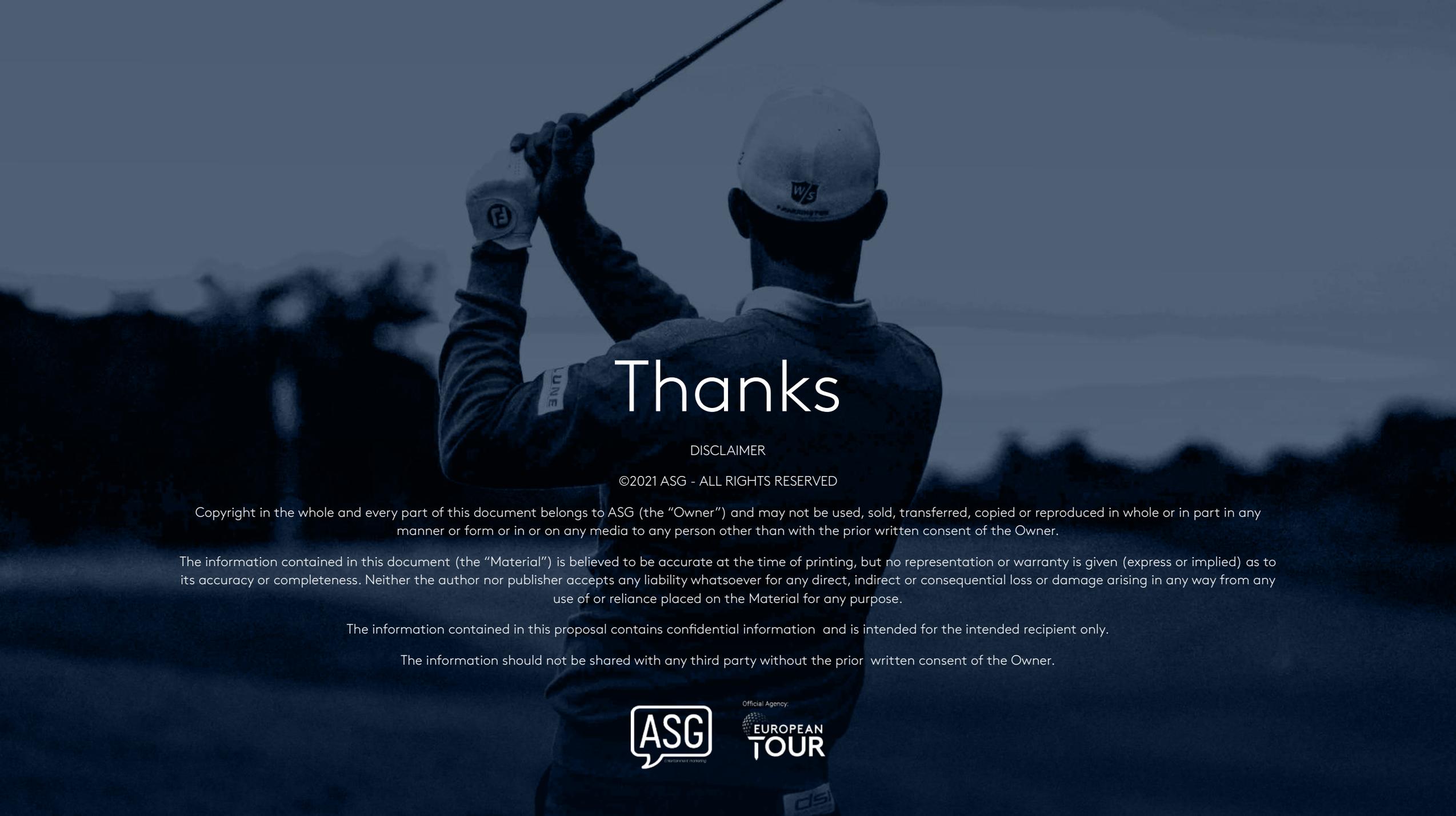




Great partnerships
begin at the



ESTRELLA DAMM N.A.
ANDALUCÍA MASTERS



Thanks

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